

Public Information Symbols Guideline 2021

August 2021

The Study Committee of Public Information Symbols
for review of the Public Information Symbols Guideline 2020

Secretariat: Foundation for Promoting Personal Mobility and Ecological Transportation

About the Public Information Symbols Guideline 2021

1. Background and purpose of the guideline

Public information symbols, used in such places as transportation facilities, tourist facilities, sports facilities, and commercial facilities that are accessed by many unspecified people, are easy to understand at a glance. Public information symbols are also an excellent means of providing information that is difficult to convey using text or when verbal communication is not required. In the latter half of the 1990s, before the 2002 Japan-Korea World Cup was held, standardization lagged both domestically and internationally, and as a Japanese Industrial Standard (JIS) for such symbols did not exist, each facility designed and used its own scheme. Also, internationally only 57 items had been standardized by the International Organization for Standardization (ISO).

However, the requirements of users had diversified due to changes in society, and from the perspective of providing facilities with barrier-free access, the need to further enhance and unify these graphical symbols also increased. Thus, in March 2001, the "Public Information Symbols Guideline" was developed with the objective of presenting standards for the public information symbols to be used in such domestic facilities as transportation facilities, tourist facilities, sports facilities, and commercial facilities.

Thereafter, the establishment of the JIS Z 8210 "Public information symbols" began domestically, and the number of graphical symbols registered internationally by the ISO also increased. In particular, in view of the decision in September 2013 to host the Tokyo Olympics and Paralympic Games in 2020, as well as a forecast for ever greater numbers of inbound tourists visiting Japan in the future, a revised version of the "Public Information Symbols Guideline" was prepared in March 2017. Additionally, we prepared this "Public Information Symbols Guideline 2020" in March 2020 with the aim of adding unified public information symbols to be used at the Olympics and Paralympic Games facilities and presenting standards as an aid to creating an inclusive society from the perspective of the Tokyo 2020 Olympics and Paralympic Games and beyond.

Also, the worldwide spread of the novel coronavirus (COVID-19) from January 2020 brought about the start of new lifestyles in Japan and complete changes in the daily lives of the people. For this reason, we promptly examined graphic symbols that could be considered necessary in relation to infectious diseases, and have prepared the "Public Information Symbols Guideline 2021."

2. Process of determination

This guideline was developed based on the results of the review by the "Study Committee of Public Information Symbols for review of the Public Information Symbols Guideline 2020" (hereinafter the "Committee") established by the Foundation for Promoting Personal Mobility and Ecological Transportation (hereinafter the "Eco-Mo Foundation").

As shown in Table 1, the Committee was established in April 2021 with the participation of the Ministry of Land, Infrastructure, Transport and Tourism, together with government agencies such as the Tokyo Metropolitan Government, concerned parties, transportation companies, academic experts, and designers, and examined graphic symbols related to infectious diseases. Before the establishment of the Committee, the Eco-Mo Foundation and Japan Sign Design Association (hereinafter the "SDA") were collaborating on the creation of candidate designs related to infectious diseases. The Eco-Mo Foundation narrowed down eight candidate designs submitted by the SDA to five graphic symbols that would particularly be likely to be required for information when traveling by public transport. After consulting with the Committee and conducting comprehension and visibility tests in conformance with ISO and JIS examination methods, five public information symbols were developed and added in August 2021.

About the Public Information Symbols Guideline 2021

3. Designers of these graphical symbols

The graphical symbols used in this guideline were designed by the SDA and Kenzo Nakagawa of NDC Graphics, with the exception of symbols 1 to 7 marked with an asterisk and credited as follows.

- * 1 Fire Prevention Ordinance
- * 2 Japan Sanitary Equipment Industry Association
- * 3 ISO 7001:2017
- * 4 Notification based on the Fire Service Act
- * 5 NPO Bousai Jyohou Kikou
- * 6 Standard type of graphical symbol
- * 7 International Symbol of Access

4. Use of this guideline and graphical symbols

Anyone can freely use the graphical symbols in this revised version of this guideline. In addition, the guideline and these graphical symbols are available for use from the website of the Foundation for Promoting Personal Mobility and Ecological Transportation (<http://www.ecomo.or.jp/>).

However, note that registering these graphical symbols as a trademark or design may infringe upon the rights of third parties. If you have any questions, contact us at the following.

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Foundation for Promoting Personal Mobility and Ecological Transportation
E-mail. bari_info@ecomoto.or.jp
Tel. +81-3-3221-6673
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Table 1: The Study Committee of Public Information Symbols for review of the Public Information Symbols Guideline 2020

■ Study Committee

○ Chairperson

Akiyama Tetsuo Professor, Research and Development Initiative, Chuo University

○ Committee members

Akase Tatsuzo	Representative Director, Rei Design and Planning Inc.		
Akusawa Tatsuya	Director for Program Coordination, T Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government	Hashiguchi Akiko	Representative, Akiko Hashiguchi Office Universal design consultant for developmental disorders
Abei Seiko	Councilor, Nationwide Association for Children (Persons) with Severe Physical and Intellectual Disabilities Chairperson, Tokyo Metropolitan Association for Children (Persons) with Severe Physical and Intellectual Disabilities	Hatakeyama Hirofumi	Manager, Planning Department, Japan Passengerboat Association
Ando Shinya	Secretary-General, Managing Director, Spinal Injuries Japan	Hara Minata	Representative Director, Japan Alliance for LGBT Legislation
Ishii Tatsuo	Representative Director, Ishii Mark Co., Ltd. Chief Examiner, ISO/TC145/SC2 Domestic Countermeasure Committee	Hirano Yuko	Vice-President Manager, Division of Social Affairs, SHUFUREN (Association of Consumer Organizations)
Inada Koji	Managing Director, Japan Bus Association	Hirano Youki	Director of Accessible Transport Policy Office, Policy Division for Universal Design, Policy Bureau, Ministry of Land, Infrastructure, Transport and Tourism
Iwamoto Takeyoshi	Chairperson, Research Group on Office Restrooms for All-Gender Use Associate Professor, School of Humanities, Graduate School of Human and Socio-Environmental Studies, Kanazawa University	Matsuda Taeko	Director, NPO Kosodate Hiroba Nationwide Liaison Council Representative Director, NPO Setagaya Kosodate Net
Okuma Akira	General Manager, Japan Subway Association	Misawa Kazuto	Vice President, Japan Developmental Disability Network (JDDnet)
Obata Yasuhiro	Secretary-General, The National Federation of Associations of Families with Mental Illness in Japan (Minna-net)	Mizonoue Masamitsu	Director, The Scheduled Airlines Association of Japan
Kiuchi Morimasa	Director for Transportation Policy, Urban Infrastructure Division, Bureau of Urban Development, Tokyo Metropolitan Government	Miyake Ryo	Deputy Director for Visitor Experience Improvement, Japan Tourism Agency, MLIT
Kitajima Tetsuya	Tourism Regional Management Director, Tourism Regional Development and Human Resource Development Division, Japan Travel and Tourism Association	Murakami Tetsuya	Counselor, Japan Council of Shopping Centers (JCSC)
Kinoshita Shizuo	President, Japan Ostomy Association, Inc.	Morikawa Miwa	Section Chief, General Affairs Section, Senior expert, Research Section, The Accessible Design Foundation of Japan
Kuroda Yuka	Consumer Standards Team, Industrial Infrastructure Standards Development Unit, Japanese Standards Association	Yashiro Masahiro	Manager, Facilities Department, Railway Operations Headquarters, East Japan Railway Company
Sadamura Toshimitsu	Chairperson, Research and Development Committee, Executive Director, Japan Sign Design Association Representative Director and President, Social Design Networks, Inc.	Yamazaki Ryoko	Vice Chairperson, Barrier-Free Subcommittee, Japan National Assembly of Disabled Peoples' International Center for Independent Living Kodaira (CIL)
Sato Kana	Deputy Secretary-General, Japanese Federation of Organizations of the Disabled Persons	Yuasa Shinichi	Deputy Secretary-General, Japan Building Owners and Managers Association
Takashiba Kazumi	Managing Director, The All Japan Airport Terminals Association, Inc.		
Takahashi Gihei	Professor Emeritus, Toyo University	○ Observer	International Standardization Division, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry
Takizawa Hiroaki	Director, Local Railways and Urban Railways Improvement Div.		Signage Section, Venue Services Department, Games Operations Bureau, The Tokyo Organising Committee of the Olympic and Paralympic Games
Tsujimura Yuka	International Tourism Center of Japan (ITCJ) General Manager, Tourist Information Center, Narita International Airport	■ Secretariat	
Nagata Naoko	Vice President, Social Welfare Corporation Inclusion Tokyo	Yoshida Tetsuro	Foundation for Promoting Personal Mobility and Ecological Transportation (Eco-Mo Foundation) Director • Project Manager
Nakano Yasushi	Professor, Faculty of Economics, Keio University	Takeshima Keiko	Foundation for Promoting Personal Mobility and Ecological Transportation (Eco-Mo Foundation) Promotion Division for Accessible Transportation Assistant for Director
Nakamura Yuji	Advisor, Jiyu Gakuen College - Living Academy Chairperson, ISO/TC 145 Domestic Countermeasure Committee, and ISO/TC 145/SC 3 Domestic Countermeasure Committee	Koyama Keiichi	Representative Director, i Design Co., Inc. Chief Examiner, ISO/TC145/SC1 Domestic Countermeasure Committee
		Horiguchi Hitomi	Executive Director, i Design Co., Inc.

Table 2: Revised symbols: New additions

6 Prohibition

1 symbol



Do not sit here

8 Mandatory

4 symbols



Keep your physical distance



Wear a facial mask



Disinfect your hands



Please ventilate



Remarks: Used when indicating the state of ventilation
"Optimum air ventilation"

Note: Criteria for addition

- Based on the status of the novel coronavirus infections, it is highly necessary to examine the graphic symbols to prevent confusion by many people, and we decided that the graphic symbols to be added this time (except for "Do not sit here") would be unified as "Mandatory" symbols. On the other hand, regarding ventilation, two situations were assumed: "Please ventilate" and "Optimum air ventilation." We also assumed that a graphic symbol would be used to indicate the state of the ventilation, and for this reason, we decided to add the standard graphic symbol for "Optimum air ventilation" as "Remarks." Additionally, regarding replacing "Please ventilate" in the "Mandatory" symbols with a request statement, such as "Please cooperate and ventilate," we decided to leave this to the discretion of the user depending on the situation.



Calm down, cool down

The meaning of the "calm-down, cool-down" graphical symbol (2019) indicates some sort of facility for mentally calming an individual, however various implementations can be assumed, such as when a separate room is available or when an area is only partitioned with curtains. For this reason, in order not to strictly link this concept to a physical facility, we decided not to give it a name, such as a room or a corner, and to leave the name used for the sign up to the judgment of the user.

*The following web page provides details on the usage of the "calm down, cool down" graphical symbol.

<http://www.ecomo.or.jp/barrierfree/pictogram/calmdown-cooldown/>



All gender toilet

The meaning of the All gender toilet graphical symbol (2019) indicates a toilet that can be used by a person of any gender and can be used with a caregiver. The toilet may be indicated by the symbol itself or with an auxiliary text display "All Gender Toilet," and the color should be monotone.

*The following web page provides details on the usage of the All gender toilet graphical symbol.

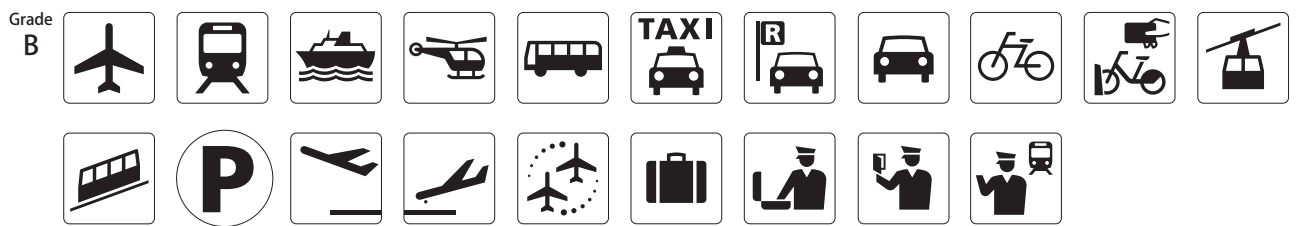
http://www.ecomo.or.jp/barrierfree/pictogram/allgender_toilet/

Table 3: List of public information symbols

1 Public Facilities 49 symbols p. 10–14



2 Transport Facilities 20 symbols p. 15–16



3 Commercial Facilities 11 symbols p. 17



4 Tourism, Culture, Sport Facilities 15 symbols (Informative excluded) p. 18–19



5 Safety 6 symbols p. 20



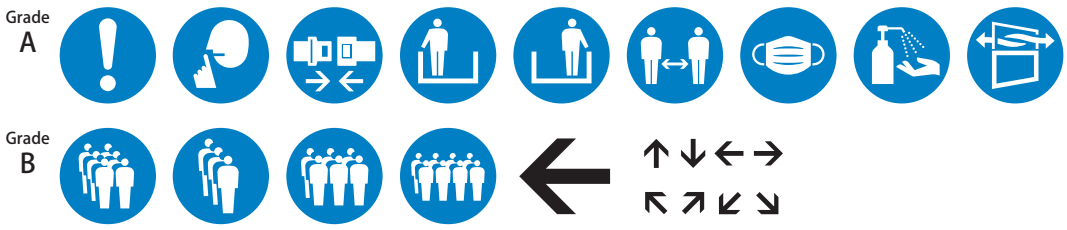
6 Prohibition 23 symbols p. 21-23



7 Warning 9 symbols p. 24



8 Mandatory 15 symbols (One symbol of eight arrow symbol variants.) p. 25-26



9 Accessibility 17 symbols p. 27-28



■ Directions for use

- 1) This guideline specifies the following recommendation grades for the use of the graphical symbols. Be sure to observe these recommendations when using the graphical symbols.
 - Grade A : This grade is related to safety and urgency and is important to many users, as well as for services to those with restricted mobility. Use these graphical symbols as they are, with no changes to the shape.
 - Grade B : It is expected that convenience will be enhanced by unifying the concepts and shapes of the graphical symbols for many users involved in daily activities and operations. Changes to the shapes of these graphical symbols are not recommended.
 - Grade C : It is necessary to unify the concepts of the graphical symbols when many users are involved in daily activities and operations. The shape of a graphical symbol can be changed as appropriate without changing the basic concept.
- 2) The graphical symbols marked with "Note 1" are to be used with supplement text. Avoid using the graphic symbols alone. For details on the text usage, see the text example shown with each graphical symbol.
- 3) For the graphical symbols marked with "Note 2," the currency symbol in the graphical symbol can be replaced with another currency symbol if necessary.
- 4) The graphical symbols in this guideline are designed with minimum dimensions of 35 mm × 35 mm square when displayed with a viewing distance of 1 meter, and minimum dimensions of 8 mm × 8 mm square when used for maps viewed while being held. Avoid using the graphical symbols in dimensions smaller than these. (Figure 1)
- 5) The dimensions of the shapes and graphical symbols in this guideline have been adjusted so that squares, circles, and triangles look the same size. Keep this in mind when mixing graphical symbols with these three types of shapes and when enlarging or reducing them. (Figure 2)
- 6) The red, blue, yellow, and green colors used for the graphical symbols shown in this guideline are based on "JIS Z 9103-2017, Safety colors and safety signs". See the following values when using colors. (Figure 3)

Note: The colors printed in this guideline are approximate because regular ink is used.

	Color name	Munsell value
Safety color	Red	8.75R 5/12
	Blue	2.5PB 4.5/10
	Yellow	7.5Y 8/12
	Green	5G 5.5/10
Contrast color	White	N9.3
	Black	N1.5

Figure 1

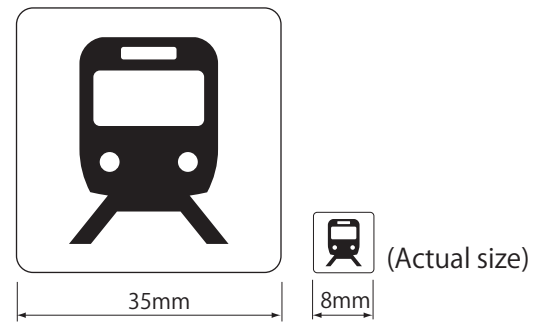
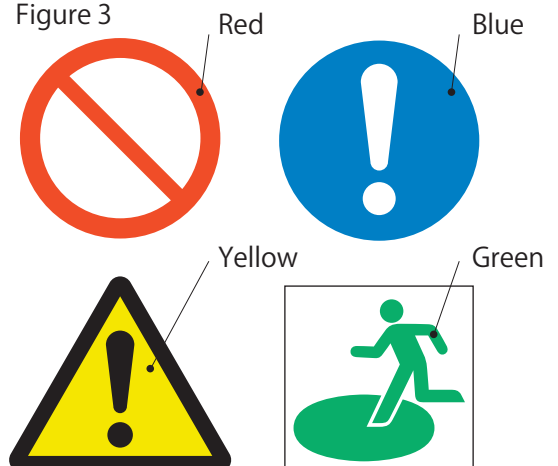


Figure 2



Figure 3



7) For graphical symbols depicted in black on a white background, these colors can be changed to other colors with the exception of the red, blue, yellow and green safety colors mentioned above. (Figure 4)
The colors used for the graphical symbol and its background can also be reversed. (Figure 5)

Figure 4

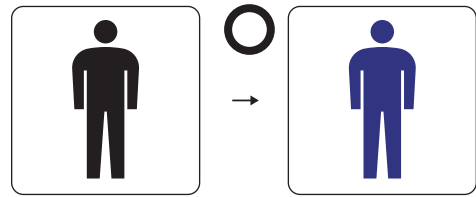
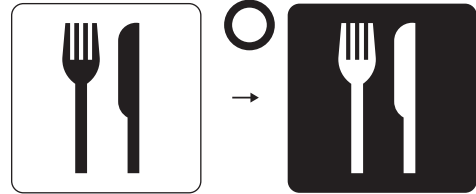
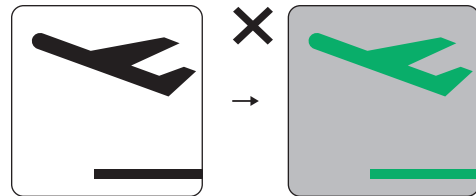


Figure 5



8) When adjusting the color tone or lightness, keep good visibility in mind so that there is sufficient contrast between the graphical symbol and its background color. Make sure that the difference in lightness between the figure and the background color is at least 5 values or more in the Munsell color system with 0 to 10 levels. (Figure 6)

Figure 6



9) Some graphical symbols can be reversed left and right depending on the guidance direction and installation environment. (Figure 7 shows some examples.)

Figure 7



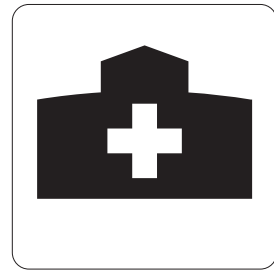
Grade
A



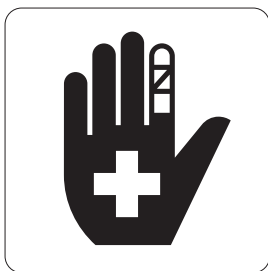
Information



Question & answer



Hospital



First aid



Police



Toilets



All gender toilet

Remarks: If supplement text is to be added, use both Japanese "男女共用" and English "All gender" or either of these.
The preferred color is monotone.



Men



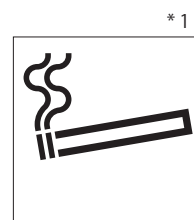
Women



Drinking water



Smoking area



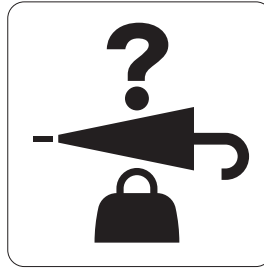
Remarks: Use the graphical symbol above wherever so required by the Fire Prevention Ordinance.

1 Public Facilities

Grade
B



Check-in / Reception



Lost and found



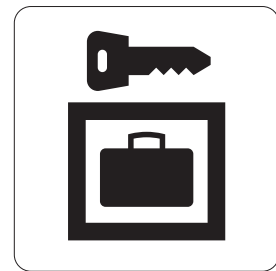
Hotel / Accommodation



Tickets / Fare adjustment



Baggage storage



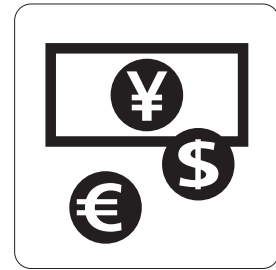
Coin lockers



Lounge / Waiting room

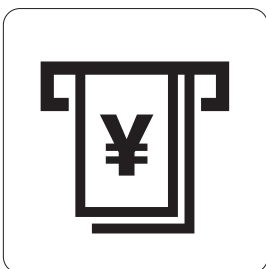


Meeting point



Bank, money exchange

Note 2: Currency symbol can be replaced.



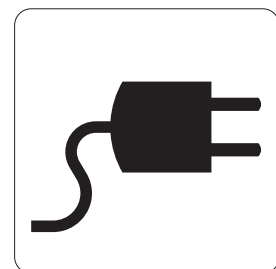
Cash service

Note 2: Currency symbol can be replaced.



ATM for overseas cards

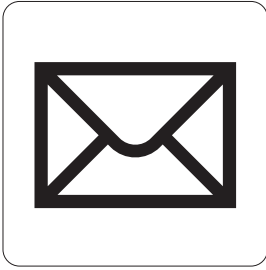
Note 2: Currency symbol can be replaced.



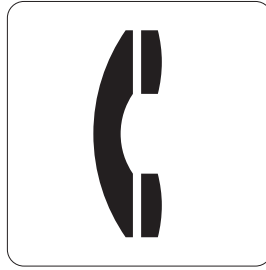
Charge point

1 Public Facilities

Grade
B



Post



Telephone



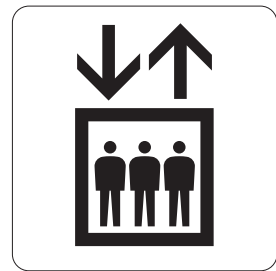
Wireless LAN



Fax



Cart



Elevator



Escalator



Stairs



Nursery



Children's toilet



Diaper changing table



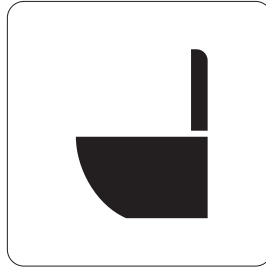
Baby chair

1 Public Facilities

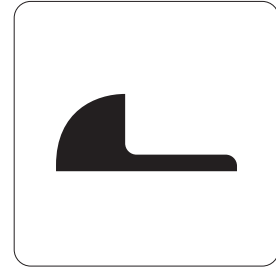
Grade
B



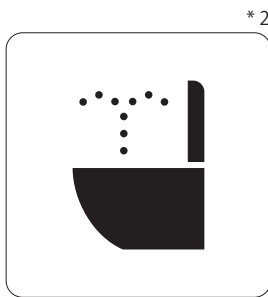
Changing board



Sitting style toilet



Squatting style toilet



Spray seat



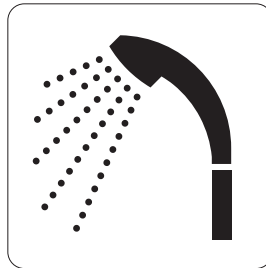
Cloakroom



Dressing room



Dressing room (women)



Shower



Bath



Water fountain



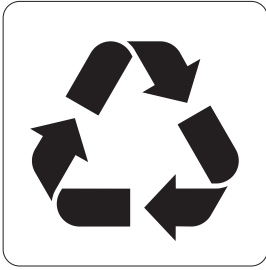
Prayer room



Trash box

1 Public Facilities

Grade
B



Collection facility for
the recycling products

Grade
C

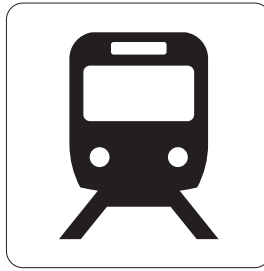


Vending machine

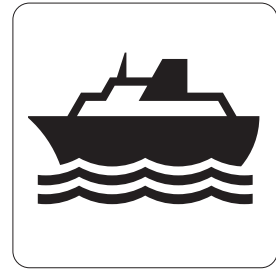
Note 2: Currency symbol can be replaced.

Grade
B

Aircraft / Airport



Railway / Railway station



Ship / Ferry / Port



Helicopter / Heliport



Bus / Bus stop



Taxi / Taxi stop



Rent a car



Car



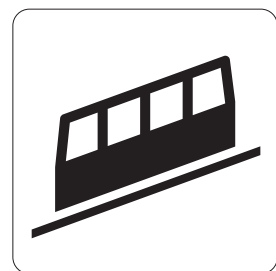
Bicycle



Rental bicycle / Bicycle sharing



Cable car



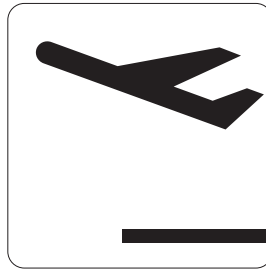
Cable railway

2 Transport Facilities

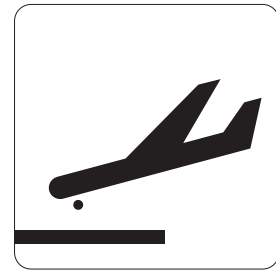
Grade
B



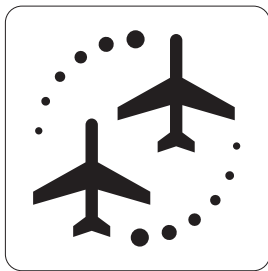
Parking



Departures



Arrivals



Connecting flights



Baggage claim



Customs / Baggage check



Immigration /
Quarantine / Inspection



Station office / Station staff

Grade
B



Restaurant



Coffee shop



Bar



Gasoline station



Cashier

Note 2: Currency symbol can be replaced.

Grade
C



Shop



Newspapers, magazines



Pharmacy



Barber / Beauty salon



Baggage delivery service



Convenience store

Grade
B



View point



Athletic stadium



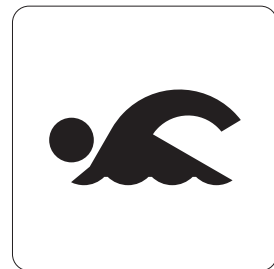
Football stadium



Baseball stadium



Tennis court



Swimming place



Ski ground



Camp site



Hot spring



Audio guide

4 Tourism, Culture, Sport Facilities

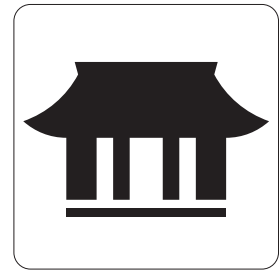
Grade
C



Park



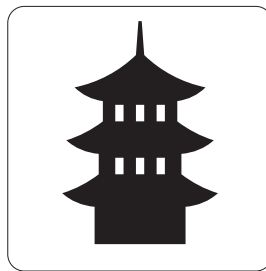
Museum



Historical monument



variant 1



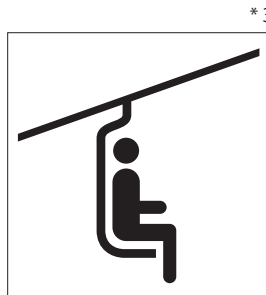
variant 2

Informative



* 3

Sporting activities



* 3

Chairlift

Grade
A



Fire extinguisher



Emergency telephone



Emergency call button

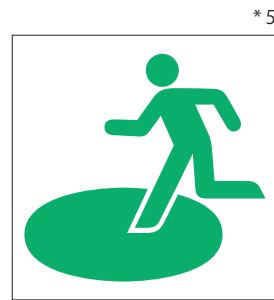


Emergency train stop button



Emergency exit

Remarks: Notification based on the Fire Service Act (Notification No. 2 by the Fire and Disaster Management Agency (FDMA), March 17, 1999)



Safety evacuation area

Grade
A



*6

General prohibition



No smoking



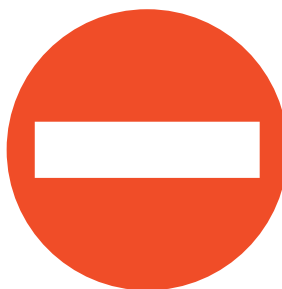
*1

Remarks: Use the graphical symbol above wherever so required by the Fire Prevention Ordinance.



*1

No open flame



No entry



No parking



No bicycles



No admittance



Do not rush



Do not lean objects on the platform door
Note 1: Requires supplement text.



Do not lean over the platform door



Do not touch

6 Prohibition

Grade
A



Do not throw rubbish



Not drinking water



Do not use mobile phones



Do not use electronic devices
Note 1: Requires supplement text.



Do not take photographs



Do not take flash photographs



Do not sit here

6 Prohibition

Grade
B



Do not use prams / strollers
Note 1: Requires supplement text.



No swimming



No camping

Grade
C



Do not eat or drink here



No uncaged animals

Grade
A

*6



General caution



Caution, obstacles
Note 1: Requires supplement text.



Caution, uneven access /
up



Caution, uneven access /
down



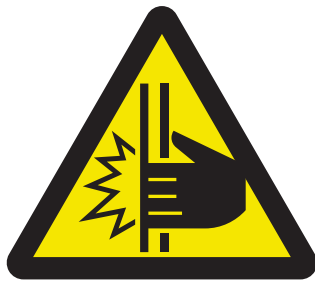
Caution, slippery surface



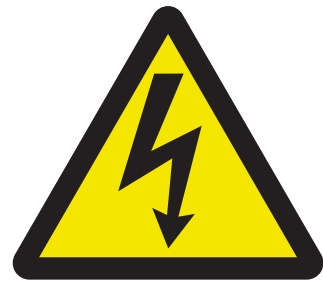
Caution, drop
Note 1: Requires supplement text.



Caution, overhead



Caution, closing doors



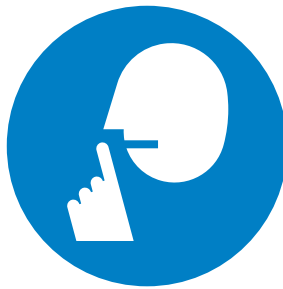
Caution, electricity
Note 1: Requires supplement text.

Grade
A

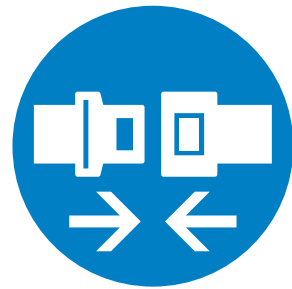
*6



General mandatory



Quiet please



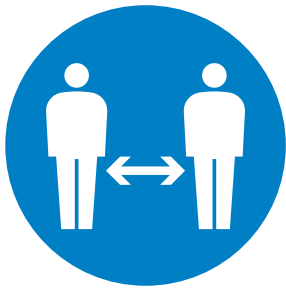
Fasten seat belt



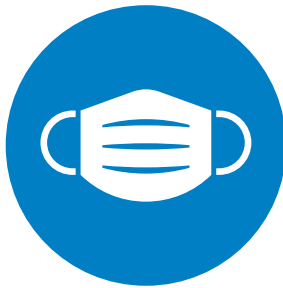
Please stand on the left
Note 1: Requires supplement text.



variant (Please stand on the right)
Note 1: Requires supplement text.



Keep your physical distance



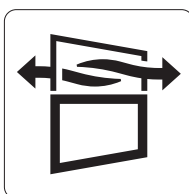
Wear a facial mask



Disinfect your hands



Please ventilate



Remarks: Used when indicating the state of ventilation
"Optimum air ventilation"

8 Mandatory

Grade
B



Line up in twos
Note 1: Requires supplement text.



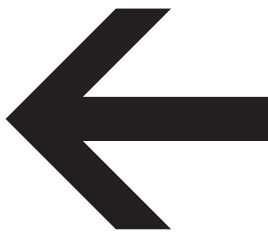
variant 1 (Line up single file)
Note 1: Requires supplement text.



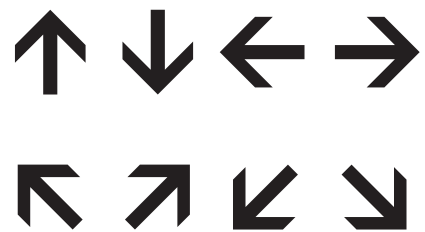
variant 2 (Line up in threes)
Note 1: Requires supplement text.



variant 3 (Line up in fours)
Note 1: Requires supplement text.



* 6
Directional arrow



variants

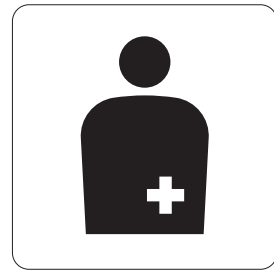
Grade
A



Accessible facility



Slope



Facilities for Ostomy /
Ostomate



Communication in the
specified language

Remarks: The text of "English" shown
can be replaced as required with
another language or national flag.



Communication : Writing



Care bed



Calm down, cool down

Note 1: Requires supplement text.
Use "カームダウン・クールダウン Calm
down, cool down".

Remarks: It is desirable to display suitable
usage instructions, such as "This room is a
place to help guests relax when they get
anxious in a noisy environment."



Priority facilities for
elderly people



Priority facilities for
injured people



Priority facilities for people with internal
disabilities, heart pacer, etc.



Priority facilities for people accompanied
with small children



Priority facilities for
expecting mothers

9 Accessibility

Grade
A



Priority seats for elderly people



Priority seats for injured people



Priority seats for people with internal disabilities, heart pacer, etc.



Priority seats for people accompanied with small children



Priority seats for expecting mothers

